



**Client:**

"The President's Own" U.S. Marine Corps Band

**Project:**

2011 Season Materials

**Objective:**

Present upcoming concert information while integrating both new and historical images in an organized and aesthetic format to generate awareness and increase attendance to "The President's Own" Marine Corps Band's annual concert series.

**Solution:**

GPO designers created seasonal PR materials, incorporating an illustrated lithograph of the U.S. Marine Band in front of the White House (circa 1928), consisted of a brochure, program, rack card, CD package and poster planner.

A stair-stepped interior design within the brochure was employed to better present the Band's three divisions. This design allows the viewer to easily locate concert information. The poster planner, intended for music teacher's classrooms, was designed as a self-mailer.

The season materials were mailed to approximately 74,000 recipients nationally and 916 recipients internationally, which included music educators and patrons to the U.S. Marine Band, college band director associations, and the American Bandmasters Association. The materials were also distributed at concerts throughout the season and to music directors attending the Midwest Band and Orchestra Clinic, which attracts an average of 15,000 attendees annually.

The U.S. Marine Corps Band has been very pleased with GPO's work and has returned each year for the development of its season materials. In addition to the excellent design, the client prefers the ease of working with GPO. Unlike going through a contractor, no time was required to write a Statement of Work, to vet multiple contracts, etc.